

SELF MARKETING

“I do a good job – people will notice.” That statement is less true than many think.

In a working world characterised by frequent changes of management, physical distance, and limited visibility into day-to-day work, performance alone is often no longer enough. Those who want to remain visible need to communicate actively what sets them apart. This is not about self-promotion in the boastful sense, but about making your value visible in a strategic way. Storytelling is a key tool: those who tell stories are remembered.

Self-marketing often has an image problem in Switzerland – it is easily confused with bragging. Yet effective self-marketing never feels forced. It shows authentically who you are, what you can do, and what makes you stand out. The prerequisite is self-awareness. Only those who understand their strengths and goals can communicate them convincingly.

Self-marketing is built on self-confidence – and that can be developed. A personal and professional assessment provides the foundation for it.

Articles on self-marketing (all articles)

- Self-marketing is part of every job
- Why success does not speak for itself